# **Bombora RampID Audiences**

Leverage increased reach and precision to deliver full-funnel strategies with Bombora's RampID powered audiences.

# A cooperative approach to B2B data

Bombora's B2B audiences available through LiveRamp now include RampID powered segments. This expanded offering enables agencies and advertisers to:

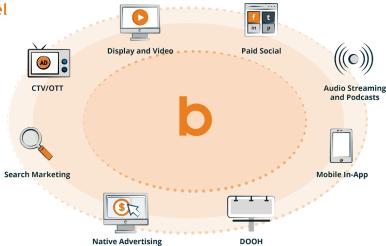
- Access expanded scale and reach across channels and platforms (average addressable scale has increased 2x)
- Tap into high-performing audiences to power omni-channel activation across LiveRamp's extensive network of destinations including CTV, social, and more.
- Create sustainable advertising strategies with LiveRamp's privacy-conscious targeting

#### Premium B2B audiences

Bombora's B2B digital audiences are derived from our one-of-a-kind B2B premium Data Co-op governed by persistent privacy-first, consent-driven data collection protocols.

- Billions of content consumption events
- Across thousands of leading publishers, brands and data providers
- Billions of devices
- 560+ B2B audience segments. 114 new segments launched November 4th, 2025

# Powering Omnichannel targeting





# **B2B Demographic and Firmographic**

Bombora aggregates B2B demographic and firmographic data to provide segments such as revenue, company size, professional group, functional area, industry, and seniority to reach your B2B audience online.

# **Company Revenue**

- Micro \$0-\$1MM
- Small \$1MM-\$10MM
- Medium-Small \$10MM-\$50MM
- Medium-Large \$50MM-\$100MM
- Large \$100MM-\$200MM
- XLarge \$200MM-\$1B
- XXLarge \$1B+

## **Company Size**

- Micro (1 9 Employees)
- Small (10 49 Employees)
- Medium (200 499 Employees)
- Medium-Small (50 199 Employees)
- Medium-Large (500 999 Employees)
- Large (1,000 4,999 Employees)
- XLarge (5,000 10,000 Employees)
- XXLarge (10,000+ Employees)

## **Industry**

- Agriculture
- Manufacturing
- **Business Services**
- Media & Internet
- Construction
- Military
- Consumer Services
- Non-Profit
- Cultural
- Real Estate
- Education
- Recreation
- Energy, Utilities & Waste
- Resource Extraction
- Finance
- Retail
- Gaming
- Software
- Government
- Sports
- Healthcare
- Telecommunication
- Hospitality & Hotels
- Transportation & Travel
- Insurance
- Wholesalers
- Legal

# Seniority

- Board and Ownership
- C-Suite
- Management
- Non-Management
- Chief Information Security Officer (CISO)
- Chief Executive Officer (CEO)
- Chief Financial Officers (CFO)

- Chief Human Resources Officers (CHRO)
- Chief Information Officers (CIO)
- Chief IT/Technology Officers (CTO)
- Chief Marketing Officers (CMO)
- Chief Operating Officers (COO)

Chief Security Officers (CSO)

Chief Revenue (Sales)

**Small Business Owners** 

· Chief Risk Officers

Officers

# **Professional Groups**

- Business Professionals
- Finance Professionals
- Fortune 500 Employees
- High Income Professionals
- Blue Collar Professionals

Healthcare Professionals

- Health Professionals
- Human Resources Professionals
- IT Professionals
- Marketing Professionals
- Small Business Professionals
- White Collar Professionals

#### **Decision Makers**

- Finance
- Healthcare
- Human Resources
- IT
- Marketing
- Small Business

- Business
- Education
- Government/Public Sector
- Manufacturing
- Procurement/Purchasing
- Sales

## **Functional Area**

- Accounting
- · Account Management
- Administration
- · Adolescent Medicine
- Advertising
- Allergies & Immunology
- Anesthesiology
- Banking
- Benefits
- Biomedical
- Branding
- Building & Grounds Maintenance
- Business Development
- Buyers
- Cardiology
- Change Management
- Chemical
- Civil
- Cleaners, Housekeepers, & Janitors
- Clinical Laboratory
- Compliance
- · Compliance, Governance, and Risk
- Consultants
- Cosmetic
- Creative
- · Critical Care Medicine
- Customer Relations
- Database
- Dentist
- Dermatology
- Diversity
- Education
- Elected Officials
- Electrical
- Electronics
- Emergency Medicine
- Employees

- Endocrinology
- Engineering
- Facilities
- Finance
- · Gardeners & Landscapers
- Gastroenterology
- Generalist
- · General/Family Practitioner
- Genetics
- Geriatrics
- Government
- Hardware
- Health Professional
- Hematology
- Hepatology
- HR
- Imaging & Radiology
- Industrial
- Infectious Disease
- · Information Technology
- Integrative Alternative & Complementary Medicine
- Internal Medicine
- Investment Banking
- Legal
- Logistics
- Management & Administrators
- Marketing
- Mechanical
- Media Buyers
- Medical/Health
- Nephrology
- Networking
- Neurology
- Nursing
- Ob/Gyn
- Oncology

- Operations
- Ophthalmology
- Orthopedic
- Otolaryngology
- Pathology
- Pediatrics & Adolescent Medicine
- Pharmacy
- Phlebology
- Physical Medicine & Rehabilitation
- Physicians Assistants
- Product
- PR
- Professors & Teachers
- Psychiatry & Mental Health
- Public Interest
- Pulmonology
- QA
- Recruiting
- Research
- Rheumatology
- Sales
- Security
- Service Industry
- Scientists
- Software Developers
- Sports Medicine
- Support
- Surgeon
- · Systems and Business Analysts
- Urology
- Wealth Management
- · Web Development



# **B2B Interest Groups**

Content consumption activity aggregated from the B2B web are bundled into **segments** called **B2B Interest Groups**. B2B Interest Groups help you reach engaged stakeholders in the content areas most relevant to your business.

#### **Business**

- Budgeting, Planning & Strategy
- Capital Procurement
- Sales
- Compliance & Gov.

#### **Human Resources**

- Benefits
- Diversity
- Employee Services
- Legal & Regulatory
- Payroll & Compensation
- Performance
- Policy & Culture
- Recruiting, Hiring & Onboarding
- Training & Development

#### Construction

- Tool & Electronics
- · Construction Management

#### **Energy**

- Emissions
- Green Energy
- Renewables

#### Manufacturing

- Materials
- Plant Management
- Personal Protective Equipment
- Supply Chain

#### Marketing

- Agencies & Branding
- Content
- · Creativity Software
- CRM & Marketing Automation
- Demand Gen
- · Email Marketing
- Online Advertising
- Programmatic Advertising
- Search Marketing
- Social Networks
- Strategy & Analysis
- Website Publishing

#### **Finance**

- Accounting
- Corporate Finance
- Finance IT
- Personal Finance
- Trading & Investment

#### Healthcare

- Administration
- Disease ControlHealth Insurance
- Health Tech
- Medical Research
- · Patient Management

#### **Technology**

- Application & Software Dev.
- Business Analytics & Applications
- Cloud Computing
- Data Centers
- Databases & Storage
- Graphics, Multimedia & Web Design
- Gadgets & Wearables
- Hardware

- IT Administration
- Mobility & Wireless
- Networking & VOIP
- Operating Systems
- Productivity Software
- Security
- Servers
- Smartphone & Mobile
- Tablets & Readers
- Virtualization

# Install data

Know what software, hardware and technologies your current and potential target audiences have installed and deployed. Install data can be used to upsell current customers or conquest competitive technologies.

#### **Cloud Services**

- Cloud Infrastructure Computing
- Infrastructure as as Service (laaS)
- Platform as a Service (PaaS)

## Software (Basic)

• Server Technologies (Software)

# **Productivity Solutions**

- Collaboration
- Productivity Solutions

#### Communication Tech.

- Mobile Enterprise Management
- Telephony

#### Customer Relationship Management

- Contact Center Management
- Customer Relationship Management (CRM)
- Help Desk Management

#### **Data Center Solutions**

- Data Archiving, Back-Up & Recovery
- Database Management Software
- Disaster Recovery (DR)
- IT Infrastructure & Ops Management
- Security Information & Event Management
- System Analytics & Monitoring
- System Security Services
- Data Management & Storage (Hardware)

#### **Enterprise Applications**

- Business Process Management (BPM)
- Commerce
- Enterprise Business Solutions (EBS)
- Enterprise Performance Management (EPM)
- Enterprise Resource Planning (ERP)
- HR Management Systems/Human Capital Management
- Inventory Management
- Partner Management
- Procurement
- Supplier Relationship Management (SRM)
- Supply Chain Management (SCM)

# Enterprise Content

- Case Management
- Enterprise Content Management (ECM)
- Information Technology Management
- Product Lifecycle Management (PLM)

#### IT Governance

- Application Development &
   Management
- Software Configuration
   Management

# Verticial Markets

- Construction
- Manufacturing/Engineering

## Marketing Performance Management

- Business Intelligence
- Marketing Performance Measurement

#### Hardware (Basic)

- Mainframe Computers
- Server Technologies (Hardware)

# Networking Computing

- Middleware Software
- Network Management (Hardware)
- Network Management (Software)

# Web-Oriented Architecture

- Hypervisor
- Virtualization: Platform Management Remote Computer/
- Server Solutioons

  Virtualization: Application &
  Desktop Web & Portal Technology
- Web Content Management Systems
   Virtualization: Server & Data
- Remote Computer/Server Solutions
- Web & Portal Technology
- Web Content Management System (WCMS)



# **B2B Manufacturing Firmographics**

Bombora provides company-level manufacturing data that represents businesses of all sizes in the industry. Through our manufacturing segments, you can reach an influential audience of professionals working in the various segments of the U.S. manufacturing and industrial sector.

#### Manufacturing

- Aerospace & Aircraft
- Audio Equipment & Supplies
- Audio Visual Equipment & Supplies
- Automation Systems & Components
- Baby Care Products
- Banking
- Bed & Bathroom Supplies
- Books & Manuals
- Business Services
- Candlemaking Equipment & Supplies
- Carpeting
- Cellular Phones Products
- Chemicals
- Cleaners & Cleaning Equipment
- Computer Supplies
- Consumer Medical Products
- Consumer Vehicles & Components
- Cookware, Kitchenware & Tableware
- · Cosmetic Manufacturing
- Custom Manufacturing Services

- · Displays & Exhibits
- Electrical & Electronic Components
- Facility Equipment & Supplies
- Flags
- Fluid Control & Components
- Food & Food Products
- Furniture & Accessories
- Guns & Ammunition
- Hardware & Fasteners
- Hotel & Restaurant Equipment
- Jewelry
- · Law Enforcement Equipment & Supplies
- Lawn & Garden
- Machinery, Tools, & Supplies
- · Manufacturing Equipment
- Marine Products
- Marketing
- · Messaging Boards
- Metals & Metal Products
- Military Equipment
- Mining
- Musical Instruments

- Oil & Gas Exploration Equipment & Accessories
- Packaging & Materials Handling
- Painting Supplies
- Pet Accessories
- Photography
- Polymers & Polymer Products
- Printers
- Promotional
- Railroad
- Recreation & Sports Equipment
- Religious Supplies
- Signs
- Studio Supplies
- Test, Measurement, & Positioning
- Textiles
- Toys
- Traffic Control
- Vending Machines
- Video Systems & Accessories

# Lifestyle and Demographics

Lifestyle and Demographic audiences include language, income, hobbies, auto, food & drink, interests, sports and more to reach your target profiles.

## Lifestyle

- · Food and Drink
- Hobbies and Interests
- **Outdoor Enthusiasts**
- Sports Fans
- Auto Enthusiasts

## **Lifestyle Outdoor Activities**

- Boats & Watercraft Hunting
- Camping
- **Snow Skiing**
- Fishing Golfing
- Surfing Tennis
- Hiking

## Lifestyle: Food and Drink

- Chocolate
- Craft and Microbrewed Beer
- Dining and Restaurants
- Fine Spirits and Liqueurs
- Organic Foods
- Wine

## Lifestyle: Sports Fans

- Baseball
- Basketball
- **Fantasy Sports**
- Football
- Hockey
- Soccer

## Lifestyle: Hobbies and Interests

- Concerts
- Travel
- Cooking
- Video Games
- Fashion
- Yoga
- Gardening
- Cigars

Parenting

- Home Repair Live Theater
- Photography

# Lifestyle: Auto Brands

- Acura
- Lexus
- Aston Martin
- Lincoln
- Audi
- Lotus
- Bentley
- Maserati
- Mazda
- Bugatti
- McLaren
- Buick
- Mercedes-Benz
- **Motor Vehicles**
- Chevrolet

- Ferrari
- Fiat
- Ford
- **General Motors** (GMC)
- Honda
- Hyundai
- Infiniti
- Jaguar
- Jeep
- Kia
- Lamborghini Land Rover

- **BMW**

- Cadillac
- Nissan
- Chrysler
- Opel
- Dodge
- Peugeot
- Porsche
- Range Rover
  - Renault
  - Rolls Royce
  - Saab
  - Scion
  - Smart Automobile
  - Subaru
  - Tata Motors
  - Tesla
  - Toyota
  - Volkswagen
  - Volvo

# **Demographics: Household Income**

- \$100,000 \$149,999
- \$50,000 \$74,999
- \$150,000 \$249,999
- \$75,000 \$99,999
- \$25,000 \$49,999
- Less than \$25,000
- \$250,000+

# **Demographics: Income Changes & Status**

- 10-20% Income Decrease
  - Self-Employed/ Entrepreneur
- 10-20% Income Increase 20%+ Income Decrease
- Top 10% Capital Investor
- 20%+ Income Increase
- Top 10% Charitable Donor
- **Demographics: Education**
- Associate's Degree
- Undergraduate Degree

Vocational or Technical

- Graduate Degree
- High School Diploma
- Some College
- Demographics: Language
- Arabic
- Italian
- Chinese
- **Japanese**

School

- English
- Russian
- French
- Spanish
- German

# **Demographics: Net Worth**

- \$100,000 \$249,999
- \$500,000+
- \$250,000 \$499,999 • \$50,000 - \$99,999
- Less than \$50,000

For more information, please contact us at <a href="mailto:AudienceSolutions@bombora.com">AudienceSolutions@bombora.com</a>.

